## FORM D

Mall Processing Section

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

# FORM D

AUG 122008

NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D. SECTION 4(6), AND/OR Washington, DC UNIFORM LIMITED OFFERING EXEMPTION

OMB Number Expires: Estimated average burden hours per response.....16.00

SEC USE	ONLY
Prefix	Serial
DATE REC	EIVED
1	1

Name of Offering ( check if this is an amendment and name has changed, and indicate change.)  Aviva plc Stock Derivative Units - Aviva USA Long Term Incentive Plan Awards	
Filing Under (Check box(es) that apply): Rule 504 Rule 505 Rule 506 Section 4(6) Type of Filing: New Filing Amendment	ULOE
A. BASIC IDENTIFICATION DATA	
1. Enter the information requested about the issuer	08057
Name of Issuer ( check if this is an amendment and name has changed, and indicate change.)  Aviva plc	08057797
Address of Executive Offices (Number and Street, City, State, Zip Code) St. Helen's, 1 Undershaft, London, EC3P 3DQ, United Kingdom +4	Telephone Number (Including Area Code) 44(0)20 7283 2000
Address of Principal Business Operations (Number and Street, City, State, Zip Code) (if different from Executive Offices)	Telephone Number (Including Area Code)
Brief Description of Business	
Savings, Investments and Insurance  Type of Business Organization	PROCESSED
	se specify):
Actual or Estimated Date of Incorporation or Organization:    Month   Year	THOMSON REUTERS

## GENERAL INSTRUCTIONS

## Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address,

Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

## ATTENTION-

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predictated on the filing of a federal notice.

#### A. BASIC IDENTIFICATION DATA Enter the information requested for the following: Each promoter of the issuer, if the issuer has been organized within the past five years; Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer. Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and Each general and managing partner of partnership issuers. Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer ✓ Director General and/or Managing Partner Full Name (Last name first, if individual) Moss, Andrew John Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Director Check Box(es) that Apply: Promoter Beneficial Owner General and/or Executive Officer Managing Partner Full Name (Last name first, if individual) Scott, Philip Gordon Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Beneficial Owner Promoter Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Arora, Nikesh Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Dik, Wim Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Francis, Mary Elizabeth Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Goeltz, Richard Karl Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Piwnica, Carole Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom

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(Use blank sheet, or copy and use additional copies of this sheet, as necessary)

### A. BASIC IDENTIFICATION DATA Enter the information requested for the following: Each promoter of the issuer, if the issuer has been organized within the past five years; Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer. Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and Each general and managing partner of partnership issuers. Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Machell, Simon Christopher John Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Beneficial Owner Promoter Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Mackenzie, Amanda Felicity Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Mayer, Igal Mordeciah Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Sahay, Anupam Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Promoter Beneficial Owner Executive Officer Director General and/or Managing Partner Full Name (Last name first, if individual) Jones, Edward Graham Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: General and/or Promoter Beneficial Owner Executive Officer Director Managing Partner Full Name (Last name first, if individual) de al Dehesa Romero, Guillermo Business or Residence Address (Number and Street, City, State, Zip Code) St. Helen's 1 Undershaft, London EC3P 3DQ, United Kingdom Check Box(es) that Apply: Promoter ☐ Beneficial Owner ☐ Executive Officer General and/or ☐ Director Managing Partner Full Name (Last name first, if individual) Business or Residence Address (Number and Street, City, State, Zip Code)

					В. П	NFORMAT	ION ABOU	T OFFERI	NG				
1.	Uac tha	icanar cole	l, or does th	o incuar is	tand to co	II to see a	ooraditad i	nuostaro in	this offer	ina?		Yes	No 🖼
1.	mas the	issuer soit	i, or does tr			Appendix				ū	***************************************		X
2.	What is	the minim	um investm			• •		_				\$_0.0	0
,	D di	· · · · ·				1 '-0						Yes	No
3. 4.			permit joint								irectly, any		Z
	commis If a pers or state: a broke	sion or sim son to be lis s, list the na r or dealer,	ilar remune ted is an ass ame of the b you may so	ration for s sociated pe roker or de et forth the	olicitation rson or age aler. If me	of purchasent of a broker ore than five	ers in conne ter or deale e (5) persor	ection with r registered as to be list	sales of sec I with the S ed are asso	curities in t SEC and/or	he offering. with a state ons of such		
Ful N/		Last name	first, if indi	ividual)									
Bu	siness or	Residence	Address (N	umber and	Street, C	ity, State, Z	Lip Code)						
Na	me of Asi	rociated Re	oker or De			<del></del>			<del></del>				
1441	ine of As	SOCIATED DI	OKEI OI DE	aici									
Sta			Listed Has									•	
	(Check	"All States	s" or check	individual	States)	****************	***************************************		***************************************	*************		A1	l States
	AL IL MT	AK IN NE SC	IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	ME NY VT	MD NC VA	DC MA ND WA	FL MI OH WV	GA MN OK WI	HI MS OR WY	ID MO PA PR
Ful	I Name (	Last name	first, if indi	ividual)									
Bu	siness or	Residence	: Address (1	Number an	d Street, C	City, State,	Zip Code)						
Na	me of As	sociated Br	oker or De	aler	<del></del>								
Sta	tes in Wi	nich Person	Listed Has	Solicited	or Intends	to Solicit	Purchasers						
	(Check	"All States	s" or check	individual	States)	***************************************	***************************************	***************************************	***************************************		•••••	☐ Al	l States
	AL IL MT	AK IN NE SC	IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	CT ME NY VT	DE MD NC VA	DC MA ND WA	FL MI OH WV	GA MN OK WI	HI MS OR WY	MO PA PR
Ful	l Name (	Last name	first, if indi	ividual)	, , ,								
Bu	siness or	Residence	Address (1	Number an	d Street, C	City, State,	Zip Code)						
Na	me of As	sociated Br	oker or De	aler			<del></del> .						
Sta	tes in Wh	nich Person	Listed Has	Solicited	or Intends	to Solicit	Purchasers						
	(Check	"All States	s" or check	individual	States)				,	*-···	•••••	☐ Al	l States
	AL IL MT	AK IN NE SC	AZ TA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	CT ME NY VT	MD NC VA	DC MA ND WA	FL MI OH WV	GA MN OK WI	HI MS OR WY	ID MO PA PR

# C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1.	sold. Enter "0" if the answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged.		
	Type of Security	Aggregate Offering Price	· Amount Already Sold
	Debt	<b>.</b>	\$
	Equity	<b>\$</b>	\$
	Common Preferred		
	Convertible Securities (including warrants)	<b>5</b>	\$
	Partnership Interests		
	Other (Specify Stock Derivative Units	16,538,490.00	\$_16,538,490.00
	Total	16,538,490.00	\$_16,538,490.00
	Answer also in Appendix, Column 3, if filing under ULOE.		
2.	Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."	Number	Aggregate Dollar Amount
		Investors	of Purchases
	Accredited Investors	76	<u>\$ 16,538,490.00</u>
	Non-accredited Investors		\$
	Total (for filings under Rule 504 only)		\$
	Answer also in Appendix, Column 4, if filing under ULOE.		
3.	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C — Question 1.		
	Type of Offering	Type of Security	Dollar Amount Sold
	Rule 505		\$
	Regulation A		<b>\$</b>
	Rule 504		\$
	Total		\$ 0.00
4	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the insurer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.		
	Transfer Agent's Fees		\$
	Printing and Engraving Costs		\$ 535.00
	Legal Fees	12.1	\$
	Accounting Fees	_	\$
	Engineering Fees		\$
	Sales Commissions (specify finders' fees separately)		\$
	Other Expenses (identify)		\$
	Total		s 535.00

L	C. OFFERING PRICE, NUM	BER OF INVESTORS, EXPENSES AND USE OF	PROCEEDS	
	b. Enter the difference between the aggregate offer and total expenses furnished in response to Part C—proceeds to the issuer."	Question 4.a. This difference is the "adjusted gross	5	16,537,955.00 \$
5.	Indicate below the amount of the adjusted gross proceeds of the purposes shown. If the amount for an check the box to the left of the estimate. The total of proceeds to the issuer set forth in response to Part	ly purpose is not known, furnish an estimate and fthe payments listed must equal the adjusted gross		
			Payments to Officers. Directors, & Affiliates	Payments to Others
	Salaries and fees		□ <b>\$</b>	
	Purchase of real estate			. 🗆 \$
	Purchase, rental or leasing and installation of mac and equipment	hinery		. [] \$
	Construction or leasing of plant buildings and fac			_
	Acquisition of other businesses (including the val offering that may be used in exchange for the assessuer pursuant to a merger)	ue of securities involved in this	_	_
	Repayment of indebtedness			
	Working capital			
	Other (specify):			_
			\$	. 🗆 \$
	Column Totals		S 0.00	☐\$ <u>0.00</u>
	Total Payments Listed (column totals added)			00
		D. FEDERAL SIGNATURE		
sigi	rissuer has duly caused this notice to be signed by the nature constitutes an undertaking by the issuer to fur information furnished by the issuer to any non-acc	nish to the U.S. Securities and Exchange Commi-	ssion, upon writte	le 505, the following n request of its staff
Issu	uer (Print or Type)	Signature	Date	
Αv	iva plc		31 07	80)
Naı	ne of Signer (Print or Type)	Title of Signer (Print or Type)		
d٧	vard Graham Jones	Company Secretary		

- ATTENTION -

		E. STATE SIGNATURE		
1.	, ,,	262 presently subject to any of the disqualification	Yes	No <b>K</b>
		See Appendix, Column 5, for state response.		
2.	The undersigned issuer hereby undertake D (17 CFR 239.500) at such times as re	es to furnish to any state administrator of any state in which this noti equired by state law.	ice is filed a no	tice on Form
3.	The undersigned issuer hereby undertak issuer to offerees.	kes to furnish to the state administrators, upon written request, in	formation furn	ished by the
4.	limited Offering Exemption (ULOE) of	the issuer is familiar with the conditions that must be satisfied to the state in which this notice is filed and understands that the issuablishing that these conditions have been satisfied.		
	uer has read this notification and knows the athorized person.	contents to be true and has duly caused this notice to be signed on it	s behalf by the	undersigned
Issuer (	(Print or Type)	Signature	1	
Aviva p	nle	13 0 - 31	801401	
Name (	(Print or Type)	Title (Print or Type)		

Company Secretary

#### Instruction:

**Edward Graham Jones** 

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

	APPENDIX										
1	Intend to non-a investor	to sell ccredited s in State -Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)		4  Type of investor and amount purchased in State (Part C-Item 2)				5 Disqualification under State ULOE (if yes, attach explanation of waiver granted) (Part E-Item 1)		
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No		
AL		×							×		
AK		×							×		
AZ		×							x		
AR		×							×		
CA		×	383,915	4	\$383,915.00	0	\$0.00		×		
со		×							×		
СТ		×							×		
DE		×	_						×		
DC		×							×		
FL		×	82,500	1	\$82,500.00	0	\$0.00		×		
GA		×							<b>X</b>		
HI		<u> </u>	:						×		
ID		×							×		
IL		×	482,200	5	\$482,200.00	0	\$0.00		×		
IN		×	55,476	2	\$55,476.00	0	\$0.00		×		
IA		×	12,086,631	46	\$12,086,631	0	\$0.00		×		
KS		×	2,948,658	8	\$2,948,658.	0	\$0.00	Ì	x		
KY		×						<u></u> ;	_ x		
LA		×							×		
МЕ		×							ж		
MD		x							×		
MA			129,561	3	\$129,561.00	0	\$0.00		×		
МІ		×	42,480	1	\$42,480.00	0	\$0.00		×		
MN		×	30,000	1	\$30,000.00	0	\$0.00	!	ж ,		
MS		×						1	×		

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1	Intend to non-a- investors	to sell ccredited s in State -Item 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)		4  Type of investor and amount purchased in State  (Part C-Item 2)							
State	Yes	No		Number of Accredited Investors	Number of Number of Accredited Non-Accredited							
мо		×							×			
МТ		×							×			
NE		×						1	×			
NV		×	36,923	1	\$36,923.00	0	\$0.00		_ x			
NH		×							×			
NJ		×							×			
ММ		×							×			
NY		×	125,000	2	\$125,000.00	0	\$0.00		×			
NC		×							×			
ND		×							K			
ОН		×	· i						<b>x</b>			
ок		×							×			
OR		×							×			
PA		×	37,607	1	\$37,607.00	0	\$0.00		×			
RI		×	\						×			
SC	1	×							×			
SD		×							_×			
TN		×							×			
TX		×	97,539	1	\$97,539.00	0	\$0.00		×			
UT		×							×			
VT		×							×			
VA		×							×			
WA		×						[	×			
wv		×							×			
WI		×							×			

				APP	ENDIX				·.
I	2		3 Type of security	l l			, -	lification ate ULOE	
	to non-a	to sell accredited is in State I-Item 1)	and aggregate offering price offered in state (Part C-Item 1)		Type of investor and amount purchased in State (Part C-Item 2)				
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No
WY		×							×
PR		×							×